

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / June 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	McCann WorldGroup	Jelma Phils Project, Lacoste Project, BPI Project	3.59	Mind Museum Project	3.55	20
2	2	BBDO	Max's Group Yellow Cab & Pancake House, OPPO Mobile Project	2.74		2.74	11
3	6	DDB	Republic Cement(digital), SBP Project, BDO Project, Smart Pinoy Project	1.15		1.15	11
4	3	Grey Group	FMCG Client	1.05		1.05	2
5	4	Dentsu	Unicharm Project, Toyota Project	0.53		0.53	12
6	5	Leo Burnett	Allergan	0.32		0.32	3
7	10=	Y&R	CDO Foodsphere - Bibbo Cheese Dog	0.30		0.30	1
8	7	JWT	Manulife, USAID/PAGASA	0.14		0.14	2
9	8	Publicis	Motortrade, Trans-Asia Petroleum (Digital), FirstGen (Digital)	0.78	GSPI	0.07	21
10	9	TBWA	L'Oreal (Shu Uemura) Digital	0.02		0.02	2
11-	10=	Ogilvy		0.00		0.00	0
11-	10=	Lowe		0.00		0.00	0
11-	10=	Bates		0.00		0.00	0
11-	10=	M&C Saatchi		0.00		0.00	0
11-	10=	Havas Worldwide		0.00		0.00	0
16	16	FCB		0.00	Meralco Project	-0.01	0
17	17	Saatchi & Saatchi		0.00	Food Client	-0.15	0
						9.7	85

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / June 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	12	Starcom MediaVest	Smart Telecom(Digital&OOH), Unilab, Liwayway	2.8	Monde Nissin	2.28	5
2	2	Havas Media	Kopiko 78, SMDC, Del Monte(digital), Red Bull	2.0		1.96	6
3	1	ZenithOptimedia	Globe Telecom	2.0	OLX Project	1.74	1
4	3	PHD	Jardine Distribution Project, Eurobrands Distributor Project	1.6	Red Bull	1.44	9
5	4	Carat	OLX Project, Abbott Pharmaceuticals,AFCS	1.1		1.10	8
6	5	Dentsu Media	Unicharm Project, Department of Tourism Toyota Project	0.8		0.80	6
7	6	MediaCom	Estee Lauder Cosmetics, Monde Nissin, Honda	0.6		0.59	4
8	7	Vizeum	Pilipinas Taj Autogroup, Lee Kum Kee, Panasonic	0.2		0.16	8
9=	8=	Initiative		0.0		0.00	0
9=	8=	Mindshare		0.0		0.00	0
11	10	MEC	FERN-C, Essilor,Holcim Cement,Amore Card	0.1	SMDC	-0.02	6
12	11	OMD	Automated Fare Service	0.1	Abbott Pharmaceuticals	-0.40	1
13	13	Universal McCann	Bonchon Chicken, Haier, J&J Project	0.3	Kopiko	-0.57	6
14	14	Maxus		0.0	SC Johnson(buying)	-1.34	0
						7.7	60

METHODOLOGY

The R3 New Business League has been compiled each of the last 154 months using data supplied by 26 multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI for clients across the region.

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